

## *The role of the Political Media in enhancing the National Identity*

- *Dr\ Elham Abdel Rahim All allan*  
*Researcher and academic*
- *Dr\ zakariya hassan Hussein abu dames*  
*Part-time researcher and lecturer*

### **Abstract**

This study aims to put a clear visualization about the concept of the Political Media and the National Identity, and to address the role of the Political Media in directing the Public Opinion in a manner that serves the public interest of the state and enhancing the National Identity.

And to achieve the objectives of the study and answer its questions, the descriptive analytical approach was adopted as a theoretical study through looking at the writings related to the topic under study, and analyzing the concepts and social reality related to the studied phenomenon to know the role of the Political Media in enhancing the National Identity.

And the use of a questionnaire to reach the results that are useful in the field of the Political Media and the National Identity. The study reached a number of results, the most important of which are the results of the questionnaire that the higher the job, the greater the role of the Media in enhancing the National Identity with its axes "the National Identity, the role of the Political Media, the realistic and actual role of the Political Media in enhancing the National Identity". Also, the more years of experience, the greater the role of the Political Media in enhancing the National Identity with its axes of " the National Identity ", the role of the Political Media, the realistic and actual role of the Political Media in enhancing the National Identity .

**Keywords:** Political Media, National Identity

## **Introduction**

The use of various media and communication tools, and the accelerating scientific and technological progress that has swept the world, has led to form and direct changing in the individuals' behaviors, and formulating of public opinion and a new societal structure. At that time, leaders began to support everything that affects individuals to enhance loyalty and belonging to them in a way that enhances the relative stability in the state, on the grounds that affiliation is the individual's affiliation with the group, state or homeland, and it is based on commitment to duties and rights, recognition of other cultures, participation and activation of the human role in a manner that serves himself and his homeland. As for loyalty, it is a feeling acquired from his society, in which he expresses his feelings towards this entity. Loyalty and belonging are considered part of citizenship and complementary to it at the same time.

If developing and enhancing a sense of the national belonging among citizens is one of the things that the Media are supposed to do, so how is the case if this declining feeling is prevalent in the Media community, as the field observations of the Media movement after the Iraqis took the power from the American forces indicated that the feelings of the national belonging have declined a lot in the Media community, and this was evident in the Media message of those Mass Media (Abdul Razzaq Al-Dulaimi: 2017).

Hence, the National Identity is a culture in which societies participate, an explanation of the past, and a future outlook that connects individuals and enhances a sense of belonging to the nation. This is the basis for people's pride in belonging to their identities, and winning for it, because losing identity means floating in the space of knowledge blindness... There is no existential value for who loss of identity, also there is no cognitive value for him (Mostafa Al-Haj Ali: 1413 AH). Hence the interest of leaders and

politicians to enhancing the identity and belonging to the homeland to fight everything related to awakening sectarian and partisan strife and threatening to dismantle their entities, and all of this is through the tools of the directed Political Media.

In general, it can be said that Political Media is an academic and scientific field that is considered a modern phenomenon, and the desire to establish this science was crystallized independently. After that, the desire was enhanced by scientific orientations centered within the scientific schools, each of which depends on a method and style that differs from the other, but they all share the goal and purpose, and the paramount goal was and still is to focus on everything that subjects individuals to state policy.

The first mention of the Political Media as an independent field was in (1956 AD), when a book titled "Political Behavior" appeared that discusses the exchange of the political influences between the Government and the citizen, and important developments have taken place in this equation that included the applied research field, such as the impacts of the Media on political elections, and the impacts of propaganda and the analysis of the political language. After that, studies of political power appeared at the University of Michigan at the hands of (Campbell) and his colleagues, who is the first to define the concept of political power as a sense of political action and that the individual citizen can participate in the occurrence of social and political change, and from this the studies changed from the persuasive aspects to the cognitive aspects (Akram Al-Rubaie: 2017).

The Political Media later developed and moved from being linked to communication among Governments, to the exchange of dialogue and discussion between the ruling authority and the opposition, to turn to studying and analyzing the Public Opinion polls and the political activity and allowing political elites and public opinion leaders to obtain information and share it with the

individuals of the people, to know the reactions and then take the appropriate decisions.

The accelerating media openness at the time of the knowledge and technological revolution contributed to the participation of the individual in following up and monitoring of regional and global conflicts and crises, to carry the title of a global citizen, who carries feelings of love for all people in the world and does not carry feelings of hatred except for the enemies of his homeland and his nation.

The global citizenship is the diversity that leads to harmony between the individual and other individuals of the world, and the goal here is to prepare a citizen with a high degree of understanding and awareness of the course of things on the world level... There is no conflict between the local citizenship and the global citizenship, but on the contrary, a good citizen is who brings them together (Hosny Al-Hashemy: 2020).

### **Problem of the study:**

The Media, Communication and Modern Technology have enhanced the transmission of news and information as quickly as possible to individuals, which formed a pressure card on the political decision-maker, so that the Media was called the real authority, as it is able to contribute to isolating those in power and enhancing the presence of others in power.

The individual also obtains information, opinions and attitudes from the Media and they help him in forming a perception of the world in which he lives, and relies on it, in addition to his experiences in knowing the reality around him, and (Wilber Schramm) sees that about 70% of the images that human builds for his world are derived from the mass media. (Wright Charles: 1983)

Here, the problem of the study lies through the extent to which the Political Media is able to market and enhance the concept

of the National Identity, in order to ensure the continuity of the existing system and reach a state of the relative stability under the weight of the acceleration in the tools of modern media, especially Social Media sites, which contributed to more political debate by strengthening societal fragmentation based on dialogue and communicating with those who are like him and blocking those who disagree with him, also the spread of discontent, dissatisfaction and frustration, and the avoidance of the political participation on the other hand. And on the other hand, Social Media sites have succeeded in raising individuals' sense of belonging, supporting the revolution, and a sense of reassurance about the state's future (Ahmed Al-Samman: 2018).

### **Questions of the study:**

There is a set of questions that the study tries to answer in regarding with the Political Media and the National Identity, including:

- How can the political decision-maker keep pace with the rapid development in the Political Media means?
- Can the state besiege the Political Media means to ensure its stability and permanence?
- What are the National Identity and the tools of enhancing it?
- What is the role of the Political Media in enhancing the National Identity?

### **Hypothesis of the study:**

The hypothesis includes typical answers to the problem of the study, which are:

- It is difficult for the political decision-maker to keep pace with the huge development in the political tools and media in a complete or

controlling form, as some ruling regimes believe, since the widening circle of players in the mass media.

- The state can reach a state of the relative stability by absorbing the societal activity through the various media, the credibility of the Government news, and the freedom of the expressing for individuals.

- National Identity is the pride in the values of citizenship associated with adherence to laws, morals, and the preservation of the national unity and freedoms.

- The Political Media has a direct and fundamental role in enhancing the National Identity to ensure the continuity of the two systems in the state, the societal system and the political system.

### **Objectives of the study:**

- Put a clear visualization about the concept of Political Media and national identity.
- Addressing the tools and methods of enhancing the National Identity through the Political Media.
- Giving indications about the future of the National Identity in light of the huge acceleration in the Political Media.

### **Terminology of the study:**

#### **Political Media:**

Politics has different connotations; it may help to addressing the daily problems, such as what we say about wages policy and dealing policy...etc. Also it may mean the civility, cunning, good behavior, prudence of opinion, and other adjectives that Machiavelli mentioned to the Ruler or the Prince so that he can achieve his goals and confront his enemies and opponents of his rule. The term "Political" is also applied to anyone who embraces a particular ideology or trend, or belongs to a political or party

organization, or plays a specific role in managing the affairs of the rule. The term "Political" is also applied on anyone who embraces a particular ideology or trend, or belongs to a political or party organization, or plays a specific role in managing the affairs of the Rule. And in the Arabic language, it means what was mentioned in the two Sahihs Muslim and Sahih al-Bukhari, on the authority of the Messenger of God, may God's prayers and peace be upon him, who said: "Israelites were surrounded by prophets, whenever a prophet died, another prophet came. As for me, there is no prophet after me, so whoever obeys me has obeyed God, and whoever disobeys me has disobeyed God." Hence, it becomes clear to us through the honorable Hadith that the word "Politics" means the administration of government and the exercise of authority and in this Al fkhher Al-Razi says: Politics is the presidency, and political science is the science of presidency.

**And Media in language:** it is the knowledge of a thing, and it is said that it got information of someone to me, and it informed me of it, and it informed me of the news, so I informed it (Mohammed Makram Al-Masry: 1443 AH).

The media is derived from (informed), It is said that informed, in the sense of informing, to tell news, and the word media is derived from (informed, it is said he informed the thing, it means he felt it, and what I knew about the news of his coming and going, it means what I felt, and (know) means informed, and he was informed of the news, i.e. informed him of it. And media is a source derived from the verb (inform) and its meaning is to put a mark on everything or a phrase, with this meaning being shown, highlighted, confirmed, and publicized in front of the general public to inform. That is, I informed them with the required thing, and the media in its modern sense means the news (Abdullah Zulaitah: 2011).

The concept of media refers to two processes that complement each other. On the one hand, it is the process of obtaining and

extracting information and obtaining it, and on the other hand, it means how this information is formulated and transmitted to the target audience and to what extent this information expresses honestly and objectively about the event or the issue that is the subject of the media message (Salam Asaad: 2017)

The researcher (Hovland) sees that the media is the method by which the individual transmitting stimuli in order to modify the behavior of individuals in society and deliberately intend to achieve a specific goal (Jihan Ahmed: 1978).

Aristotle emphasized in his book *The Art of Rhetoric* (The media is an attempt to attract others to support the speaker's point of view), and that media is a social process as long as the meanings and ideas transmitted through mediation are inescapably influential in all social processes (Majid Aref: 1990). The influence of the media on Politics is an old phenomenon dating back to the sixteenth century, and one of the features of this influence is the role played by the media in forming the Public Opinion, which the state seeks to make it the supportive for its policies and orientations (Mohammed Al-Bish: 1997).

Therefore, media policy according to UNESCO has been defined as: "a set of integrated, clear, permanent and applicable principles by institutions involved in the mass media centrally in a country", and it is in a similar definition: "a set of objectives and standards that are established to guide the behavior of the media institutions. Also, in another opinion, it is: " Determining and defining the main goals of the radio media based on compatibility and integration with the general goals that the state aspires to achieve in various political, economic, social and cultural fields" (Youssef Hussein: 2016). So that is why the political decision-makers leading the political elites, leaders and state symbols to educating citizens with what they see fit and serving their policies, even if the methods are incorrect. Hence, Political Media will be



defined in order to reach a clear perception about the term, despite the divergence of experts and researchers in the field of media and politics to find a specific definition for it.

Dan Nimmon and K.r sanders point out that the first mention of Political Media as an independent field was in (1956 AD), when a book titled Political Behavior appeared that discusses the exchange of the political influences between the Government and the citizen (Youssef Hussein: 2016).

Political Media has been defined as the science that studies the range of activities and events practiced by those in charge of the media process in order to achieve political goals at the subjective level, such as the political leaders, party leaders and parliamentarians. The essence of political media is to influence and change the opinions and convictions of the future audience in a specific direction, which is what the person in charge of the communicative process wants, as defined by (John Meadow) it is the way in which the political conditions affect the form and quantity of media content, and it is also related to the way in which the media conditions can be forming the Politics (Yasser Othman: 2003).

And Schudson defined it as any process of message transmission intended to influence the use or promotion of power in society. Also, Denton and Woodward added that Political Media is the public discussion about power and public sources of income in society. Meadow is distinguished by defining Political Media as the symbols and exchanged messages that are affected by or effected the political system. Phillip Davison continues that Political Media is the way political conditions form the quality and quantity of communication on the one hand, and on the other hand it is the way that the media conditions can form Politics. Dominique Welton defined Political Media as a broad space in which conflicting discourses are exchanged by three actors who possess a part of

political legitimacy and democracy; they are the political journalists and public opinion through the flow of opinions. McNair Brian adds that the Political Media is a purposeful media related to politics, while Karl Deutsch defined the Political Media as the backbone of the political process, if the media is effective, it reduces the chances of error in making decisions, which are the pinnacle and goal of the political action (Youssef Hussein: 2016).

The Political Media can also be defined as the path leading to the government's permanence or not, in light of a conscious, affiliated public opinion that seeks a decent life that carries its national identity.

### **National Identity:**

**Identity** means the essence and reality of a thing, and symbolizes its essence and distinct and permanent character. Al-Farabi says: "The identity of a thing is its specificity, unity, personhood, privacy and individual existence for each one, and our saying that it is a reference to his identity, his privacy, and his unique existence in which there is no participation (Gaafar Al Yassin: 1985).

The term identity is a modern term, and it is a translation of the English word (Identity), which means the property of conformity, the conformity of a thing to itself, or its conformity with its analogous, and modern dictionaries define it as the absolute reality of a thing or person that includes its essential qualities that distinguish it from others (Radwan Ziadah: 2002).

Identity is one of the necessities in human life to preserve his psychological and social balance, because it provides him with a sense of belonging and a collective feeling within a group that achieves his ambitions, which gives his life a higher value, and becomes an integral part of his nation and people. Hence, the

interest of the individual emerges in his identity because it is a part of his existence and affiliation to his homeland.

There is the individual identity and the collective identity; Individual identity consists of the physical features that an individual acquires at his birth, such as height, color, and ethological inherited from his family and the ideas acquired from society.

As for the collective identity, it was defined as “a set of general cultural features or characteristics that represent the common minimum among all those who belong to it, and that make them known and distinguished by their characteristics from other individuals of other nations” (Ahmed No'aman: 1996). It is acquired through the diverse cultural composition of societies, and this collective framework continues to evolve through political, economic and social changes, so that the collective identity remains the product of cultures accumulated over time.

**National** is patriotism and a slogan that distinguishes a citizen who belongs, loves and is loyal to his country from that who do not belong. Citizenship is taken from the homeland, and it is defined as: “the individual’s love and devotion to his homeland, his performance of his duties, his respect for the laws of his society, its values, culture, customs and traditions, and defending it with everything he owns, cherishes and preserves it” (Hosni Al-Hashemi: 2020).

As for the homeland, it is the place of residence of the individual and his headquarters, whether he was born there or not, and to him he belongs, it is the land in which he was born or chose to live in. And it is said: A homeland is the place in which he resided, and settled, meaning he took a place as a homeland, and a person settled in such-and-such land, meaning he took this land as a place and a residence in which he resides. Here, the citizen is obliged to abide by the customs, cultures, traditions and laws of the

state in which he resides, and to maintain its stability, progress and renaissance. With time, a person develops a sense of belonging, loyalty and patriotism to the country in which he resides.

For an individual to enjoy citizenship, there must be a reciprocal relation between the state and the individual in terms of legal and legislation, so that citizenship is granted to individuals residing in the state within conditions determined by the receiving state, so that the citizen and resident enjoy realistic rights so as to achieve harmony and stability at the individual and collective level.

This is what was confirmed by the rules of the international system, where the necessity of individual affiliation with a state, started with the San Francisco Charter and the Universal Declaration of Human Rights on December 10, 1948, and with these terms, which were contained in Article 15 of the Universal Declaration of Human Rights issued in 1948 AD, it became internationally recognized that every person has the right to acquire a nationality, and that no person may be arbitrarily deprived of his nationality, nor of his right to change his nationality, the Hague Convention of 1930, concluded under the supervision of the Assembly of the League of Nations, came as the first international attempt to ensure that all persons obtain a nationality, and stresses that every individual, everywhere in the world, has the right to have a legal relation with a state. The first article of the Convention stipulates the following: "Each country may determine, according to its own law, who its citizens are, and this law must be recognized by other countries within the limits of its consistency with the international conventions, international custom, and generally accepted principles of law regarding nationality". Also, the International Court of Justice in (1955 AD) emphasized at an early stage in the Notibom case, when the Court ruled that according to the customs of countries, and according to the arbitrational and judicial decisions, and according to the opinion of the authors, that the nationality is a legal bond based on the fact of the social

affiliation and an authentic bond of existence, interest and feelings, in addition to the existence of the mutual rights and duties, This authentic and effective bond is manifested in birth, lineage, and residence (Hoda Nour: 2014).

The granting of nationality to a citizen is linked to the extent of his affiliation and loyalty to the state that stemming from it the psychological stability based on societal justice, and he has the ability to integrate and communicate effectively, and the role of the media here comes to enhance the National Identity regardless of whether he is a citizen or resident, the ruler here is the law and the legitimate rights of the individual. With the emphasizing that whoever holds the citizenship can take up government positions, run for elections, and express an opinion freely and objectively. So, how can the media enhance its role in consolidating the concept of National Identity and planting the seeds of societal justice? This is through enacting of laws and legislation that protect the rights of citizen and maintain an appropriate space for freedom of opinion. The higher level of the education and cultural of individuals and the rapid development of various technological media has made it difficult to convince the citizen by anything less than his knowledge of the news from more than one source. So that the results of the questionnaire showed that the higher the job, the greater the role of the media in enhancing the National Identity with its axes "National Identity", the role of the Political Media, the realistic and actual role of the Political Media in enhancing the National Identity". Also, the more years of experience, the greater the role of the Political Media in enhancing the National Identity with its axes of "National Identity, the role of the Political Media, the realistic and actual role of the Political Media in enhancing the National Identity".

## **Sincerity and Reliability of the Research Tools**

### **Sincerity of the questionnaire:**

It means the ability of the questionnaire to measure what it was put to measure it.

### **Sincerity of the internal consistency:**

1- Calculating the correlation coefficients among the degree of each statement of the statements that constituting each axis, and the total degree for the axis in the questionnaire.

2- Calculating the correlation coefficients among the total degree for each axis of the questionnaire axes and the total degree for the scale.

### **The first axis: National Identity:**

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) among the degree of each statement and the degree of the axis (National Identity), and the following table shows this:

**Table (1) values of the correlation coefficients among the degree of each statement and the degree of the axis (National Identity)**

S	Correlation	significance	S	Correlation	significance
-1	0.733	0.01	-3	0.606	0.05
-2	0.941	0.01	-4	0.837	0.01

It is clear from the table that all the correlation coefficients are significant at the level (0.01- 0.05) because they are close to the

whole one, which indicates the validity and homogeneity of the questionnaire statements.

### **The second axis: the role of the Political Media:**

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) among the degree of each statement and the degree of the axis (the role of the Political Media), and the following table shows this:

**Table (2) values of the correlation coefficients among the degree of each statement and the degree of the axis (the role of the Political Media)**

S	Correlation	significance	S	Correlation	significance
-1	0.635	0.05	-3	0.709	0.01
-2	0.891	0.01	-4	0.924	0.01

It is clear from the table that all the correlation coefficients are significant at the level (0.01- 0.05) because they are close to the whole one, which indicates the validity and homogeneity of the questionnaire statements.

### **The third axis: the realistic and actual role of Political Media in enhancing the national identity:**

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) among the degree of each statement and the degree of the axis (the realistic and actual role of Political Media in enhancing the national identity), and the following table shows this:

**Table (3) values of the correlation coefficients among the degree of each statement and the degree of the axis (the realistic and actual role of Political Media in enhancing the national identity)**

S	Correlation	Significance	S	Correlation	significance
-1	0.955	0.01	-3	0.758	0.01
-2	0.641	0.05	-4	0.872	0.01

It is clear from the table that all the correlation coefficients are significant at the level (0.01- 0.05) because they are close to the whole one, which indicates the validity and homogeneity of the questionnaire statements.

**Sincerity by using the internal consistency between the total degree for each axis and the total degree for the questionnaire:**

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) between the total degree for each axis (National Identity, the role of the Political Media, the realistic and actual role of Political Media in enhancing the national identity) and the total degree of the questionnaire; and the following table shows this:



**Table (4) values of the correlation coefficients between the total degree of each axis (National Identity, the role of the Political Media, the realistic and actual role of Political Media in enhancing the national identity) and the total degree of the questionnaire**

	Correlation	significance
<b>The first axis: National Identity</b>	0.777	0.01
<b>The second axis: the role of the Political Media</b>	0.716	0.01
<b>The third axis: the realistic and actual role of Political Media in enhancing the national identity</b>	0.840	0.01

It is clear from the table that all the correlation coefficients are significant at the level (0.01) because they are close to the whole one, which indicates the validity and homogeneity of the questionnaire statements.

### **Reliability:**

Reliability means the application accuracy in the measurement and observation, not a contradiction with itself, and its consistence in providing us with information about the examiner's behavior, and it is the ratio between the score difference on the questionnaire, which refers to the actual performance of the examiner. The reliability has been calculated by:

1- Alpha Cronbach coefficient

1- Split-half method

Table (5) values of the reliability coefficient of the questionnaire axes

Axes	Alpha coefficient	Split-half
The first axis: National Identity	0.808	0.761 – 0.845
The second axis: the role of the Political Media	0.915	0.873 – 0.952
The third axis: the realistic and actual role of Political Media in enhancing the national identity	0.764	0.729 – 0.806
Reliability of the questionnaire as a whole	0.829	0.781 – 0.863

It is clear from the previous table that the all values of the reliability coefficients: the Alpha coefficient, the Split-half are significant at the level of 0.01 and that indicates the reliability of the questionnaire.

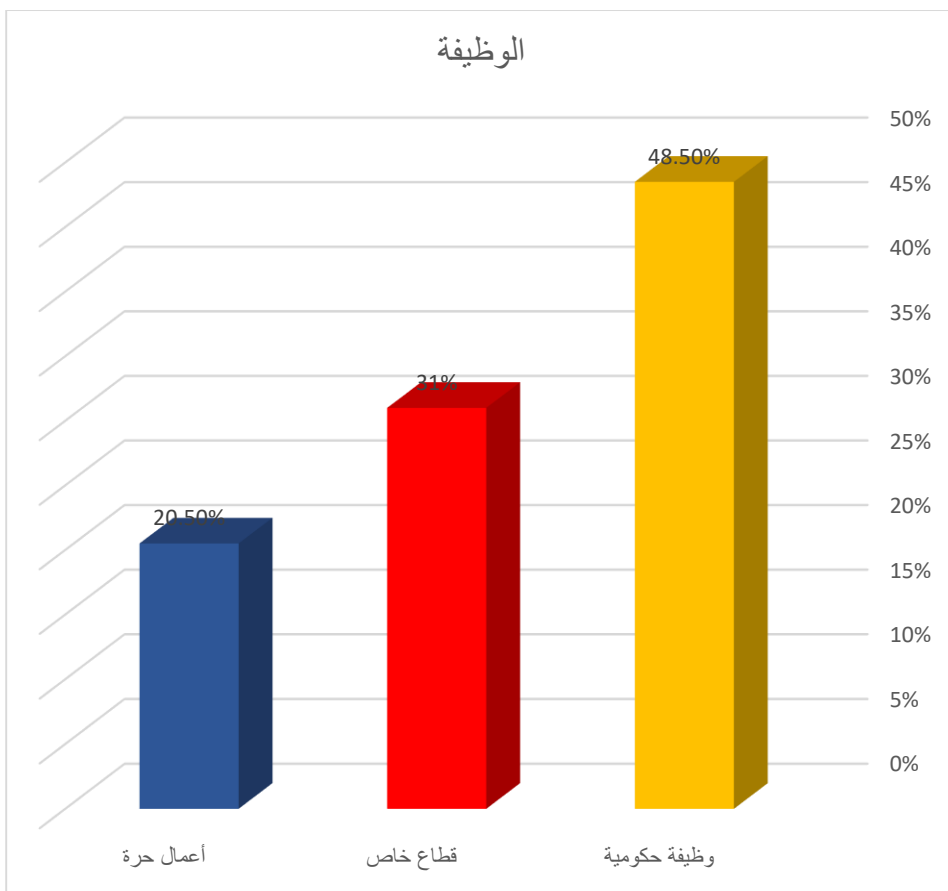
## General data

### 1- The job:

Table (6) and Figure (1) show the distribution of the research sample individuals according to the job variable

Table (6) Distribution of the research sample individuals according to the job variable

The job	Number	Percentage%
Governmental job	97	48.5%
Private sector	62	31%
Free business	41	20.5%
Sum	200	100%



**Figure (1) shows the distribution of the research sample individuals according to the job variable**

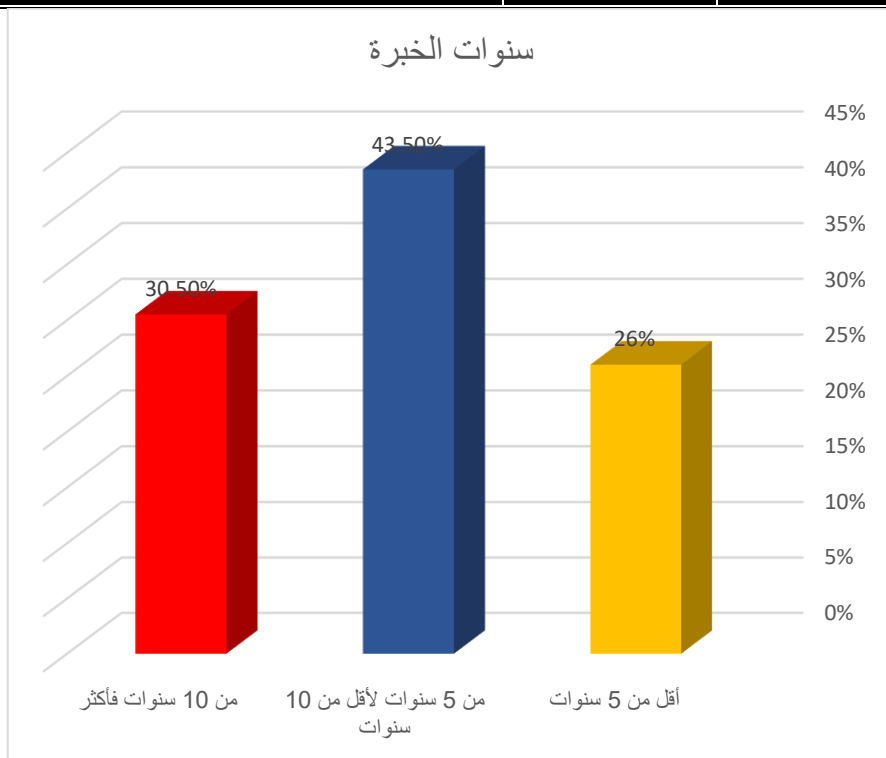
From table (6) and figure(1), it is clear that 97 of the research sample individuals are workers in the governmental jobs by 48.5%, while 62 of the research sample individuals are workers in the private sector by 31%, and 41 of the research sample individuals work in free business by 20.5%.

## **2- Years of experience:**

Table (7) and Figure (2) show the distribution of the research sample individuals according to Years of experience variable

**Table (7) Distribution of the research sample individuals according to Years of experience variable**

Years of experience	Number	Percentage%
Less than 5 years	52	26%
From 5 to less than 10 years	87	43.5%
From 10 years or more	61	30.5%
Sum	200	100%



**Figure (2) shows the distribution of the research sample individuals according to Years of experience variable**

From table (7) and figure (2), it is clear that 87 of the research sample individuals whose years of experience ranged from 5 to less than 10 years by 43.5%, while 61 of the research sample individuals whose years of experience were from 10 years or more by 30.5%, and finally 52 of the research sample individuals whose years of experience were less than 5 years by 26%.

## **Results**

### **The first hypothesis:**

**There are statistically significant differences among the degrees mean of the sample individuals in the National Identity according to variables of the study**

To verify this hypothesis, the analysis of variance has been calculated for the degrees of the sample individuals in the National Identity, and the following tables show this:

**Table (8) analysis of variance for the degrees of the sample individuals in the National Identity according to the Job variable**

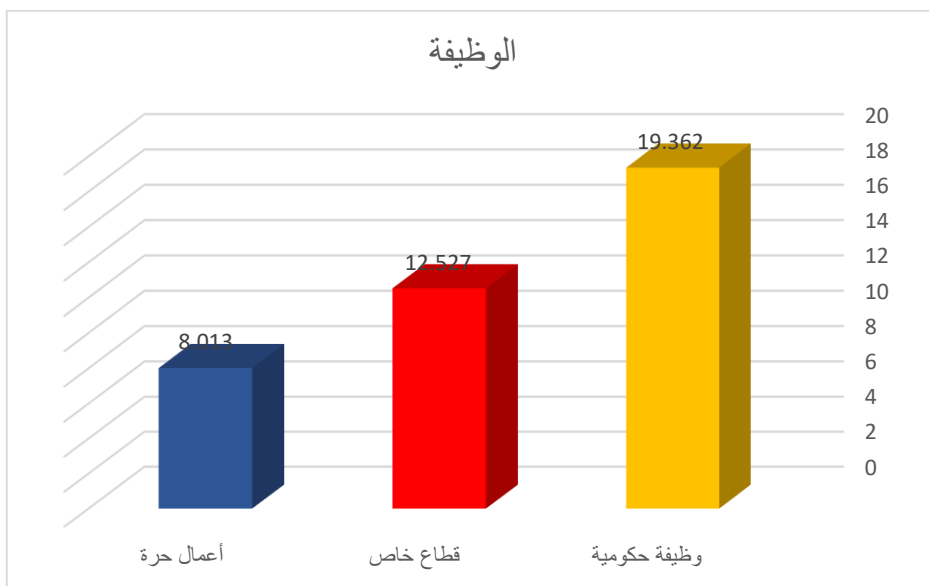
<b>The job</b>	<b>Sum of Squares</b>	<b>Squares mean</b>	<b>Degrees of freedom</b>	<b>Value of (F)</b>	<b>Sig.</b>
<b>Among groups</b>	<b>9219.950</b>	<b>4609.975</b>	<b>2</b>	<b>43.735</b>	<b>0.01 Sig.</b>
<b>Within groups</b>	<b>20765.209</b>	<b>105.407</b>	<b>197</b>		
<b>Total</b>	<b>29985.159</b>		<b>199</b>		

Table (8): shows that the value of (F) was (43.735), and it is a statistically significant at the level (0.01), which indicates the

existence of differences among the degrees of the sample individuals in the National Identity according to the Job variable, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows this:

**Table (9) Scheffe's test for the multiple comparisons**

The job	Governmental job M = 19.362	private sector M = 12.527	Free business M = 8.013
Governmental job	-		
Private sector	**6.835	-	
Free business	**11.349	**4.514	-



**Figure (3) the differences in the degrees of the sample individuals in the National Identity according to the Job variable**

From table (9) and figure (3), it is clear that there are differences in the National Identity among the sample individuals who working in the Governmental jobs and both of the sample individuals who working in the “Private sector, Free business” in favor of the sample individuals who working in the Governmental jobs at the significance level of (0.01), also there are differences among the sample individuals who working in the Private sector and the sample individuals who working in Free business in favor of the sample individuals who working in the Private sector at the significance level of (0.01). Thus, the sample individuals who working in the Governmental jobs come in the first place where their National Identity was strong, then the sample individuals who working in the Private sector in the second place, then the sample individuals who working in Free business in the last place.

**Table (10) analysis of variance for the degrees of the sample individuals in the National Identity according to Years of experience variable**

Years of experience	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	9084.767	4542.383	2	37.747	0.01 Sig.
Within groups	23706.781	120.339	197		
Total	32791.548		199		

Table (10): shows that the value of (F) was (37.747), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in the National Identity according to Years of experience variable, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows this:

Table (11) Scheffe's test for the multiple comparisons

Years of experience	Less than 5 years M = 9.044	From 5 to less than 10 years M = 11.375	From 10 years or more M = 15.620
Less than 5 years	-		
From 5 to less than 10 years	*2.331	-	
From 10 years or more	**6.576	**4.245	-

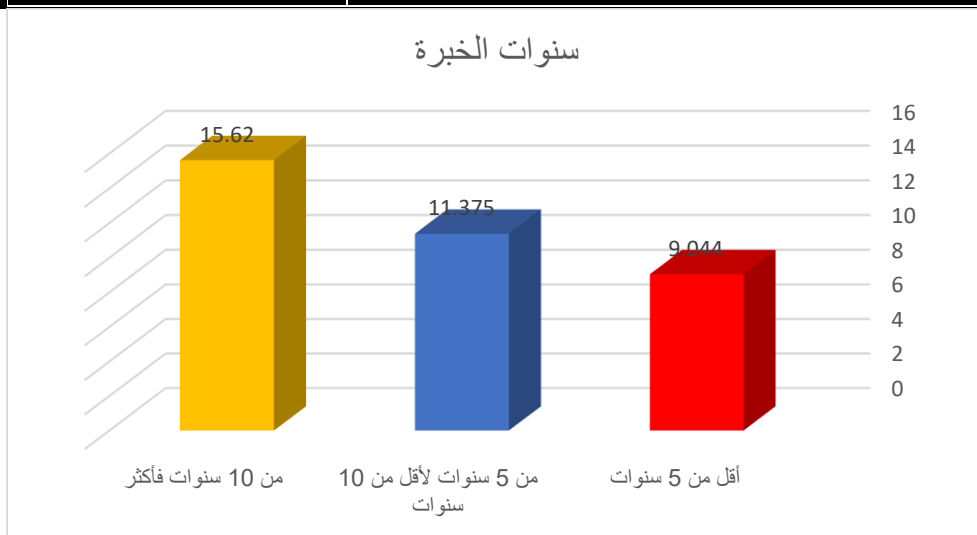


Figure (4) the differences in the degrees of the sample individuals in the National Identity according to Years of experience variable

From table (11) and figure (4), it is clear that there are differences in the National Identity among the sample individuals whose years of experience were From 10 years or more, and both the sample individuals whose years of experience ranged “From 5 to less than 10 years, Less than 5 years” in favor of the sample individuals whose years of experience ranged from 10 years or more at the significance level of (0.01), while there are differences among the sample individuals whose years of experience ranged From 5 to less than 10 years and the sample individuals whose years of experience were Less than 5 years in favor of the sample



individuals whose years of experience ranged From 5 years to less than 10 years at the significance level of (0.05). thus, the sample individuals whose years of experience ranged From 10 years or more come in the first place where their National Identity was strong, then the sample individuals whose years of experience ranged From 5 to less than 10 years in the second place, then the sample individuals whose years of experience was Less than 5 years in the last place.

### **The second hypothesis:**

**There are statistically significant differences among the degrees mean of the sample individuals in the role of the Political Media according to variables of the study**

To verify this hypothesis, the analysis of variance has been calculated for the degrees of the sample individuals in the role of the Political Media, and the following tables show this:

Table (12) analysis of variance for the degrees of the sample individuals in the role of the Political Media according to the Job variable

The job	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	9429.672	4714.836	2	55.835	0.01 Sig.
Within groups	16635.202	84.443	197		
Total	26064874		199		

Table (12): shows that the value of (F) was (55.835), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in the role of the Political Media according to the Job variable, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows this:

Table (13) Scheffe's test for the multiple comparisons

The job	Governmental job M = 18.008	private sector M = 12.934	Free business M = 7.305
Governmental job	-		
Private sector	**5.074	-	
Free business	**10.703	**5.629	-

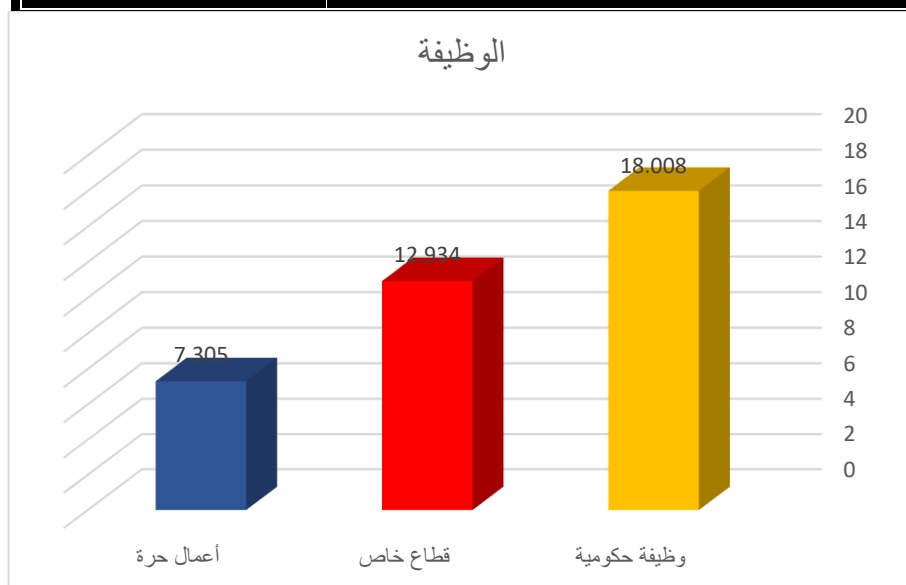


Figure (5) the differences in the degrees of the sample individuals in the role of the Political Media according to the Job variable

From table (13) and figure (5), it is clear that there are differences in the role of the Political Media among the sample individuals who working in the Governmental jobs and both of the sample individuals who working in the "Private sector, Free business" in favor of the sample individuals who working in the Governmental jobs at the significance level of (0.01), also there are differences among the sample individuals who working in the Private sector and the sample individuals who working in Free business in favor of the sample individuals who working

in the Private sector at the significance level of (0.01). Thus, the sample individuals who working in the Governmental jobs come in the first place where they were more aware of the role of the Political Media, then the sample individuals who working in the Private sector in the second place, then the sample individuals who working in Free business in the last place.

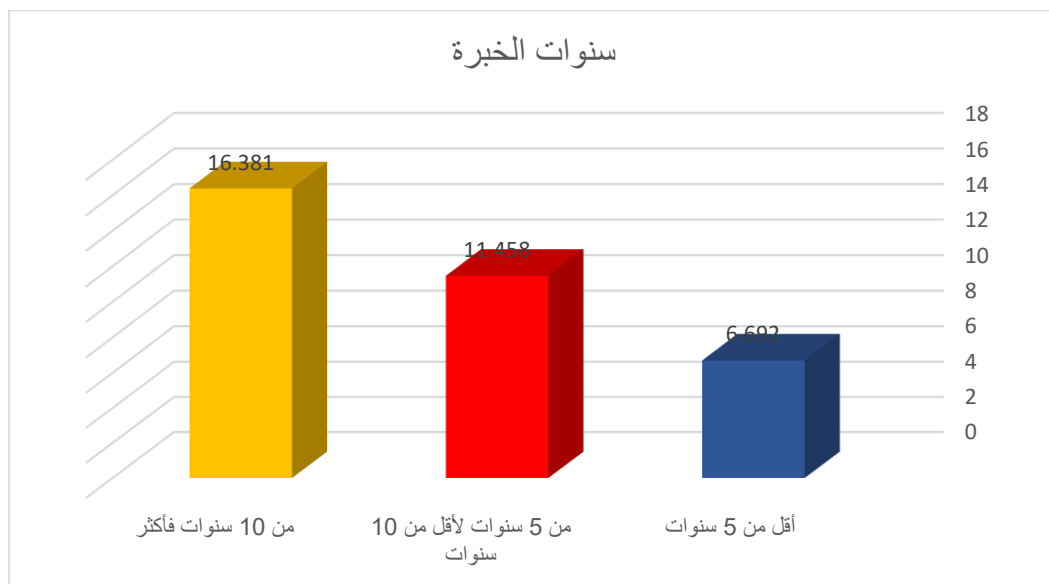
**Table (14) analysis of variance for the degrees of the sample individuals in the role of the Political Media according to Years of experience variable**

Years of experience	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	9511.261	4755.630	2	61.769	0.01
Within groups	15167.172	76.991	197		Sig.
Total	24678.433		199		

Table (14): shows that the value of (F) was (61.769), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in the role of the Political Media according to Years of experience variable, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows this:

**Table (15) Scheffe's test for the multiple comparisons**

Years of experience	Less than 5 years M = 6.692	From 5 to less than 10 years M = 11.458	From 10 years or more M = 16.381
Less than 5 years	-		
From 5 to less than 10 years	**4.766	-	
From 10 years or more	**9.689	**4.923	-



**Figure (6) the differences in the degrees of the sample individuals in the role of the Political Media according to Years of experience variable**

From table (15) and figure (6), it is clear that there are differences in the role of the Political Media among the sample individuals whose years of experience were From 10 years or more, and both the sample individuals whose years of experience ranged “From 5 to less than 10 years, Less than 5 years” in favor of the sample individuals whose years of experience ranged From 10 years or more at the significance level of (0.01), also there are differences among the sample individuals whose years of experience ranged From 5 to less than 10 years and the sample individuals whose years of experience were Less than 5 years in favor of the sample individuals whose years of experience ranged From 5 years to less than 10 years at the significance level of (0.01). thus, the sample individuals whose years of experience ranged From 10 years or more come in the first place where they were more aware of the role of the Political Media, then the sample individuals whose years of experience ranged From 5 to less than 10 years in the second place, then the sample

individuals whose years of experience was Less than 5 years in the last place.

### **The third hypothesis:**

**There are statistically significant differences among the degrees mean of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity according to variables of the study**

To verify this hypothesis, the analysis of variance has been calculated for the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the national identity, and the following tables show this:

**Table (16) analysis of variance for the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity according to the Job variable**

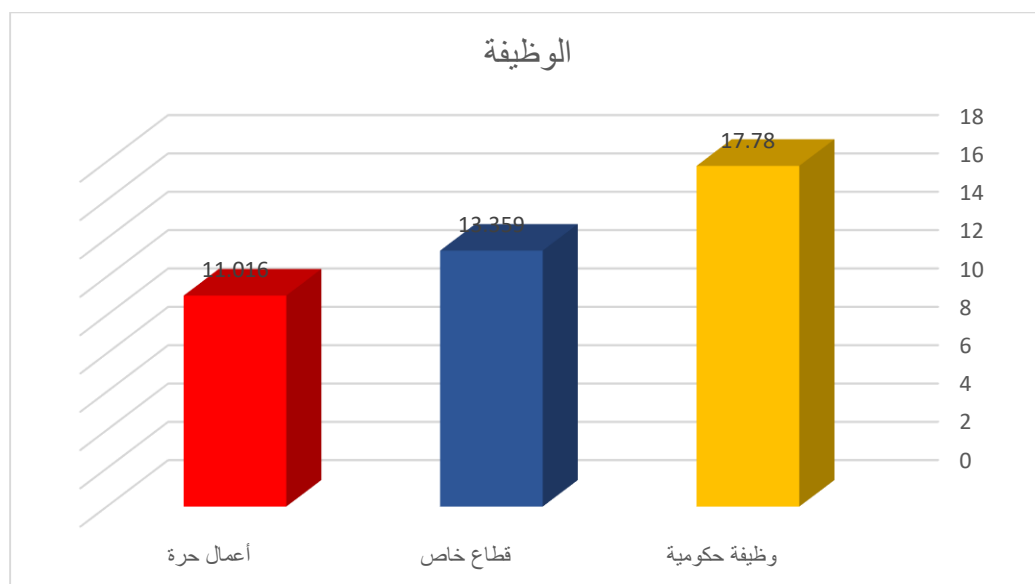
<b>The job</b>	<b>Sum of Squares</b>	<b>Squares mean</b>	<b>Degrees of freedom</b>	<b>Value of (F)</b>	<b>Sig.</b>
<b>Among groups</b>	<b>8875.880</b>	<b>4437.940</b>	<b>2</b>	<b>30.464</b>	<b>0.01 Sig.</b>
<b>Within groups</b>	<b>28698.443</b>	<b>145.677</b>	<b>197</b>		
<b>Total</b>	<b>37574.323</b>		<b>199</b>		

Table (16): shows that the value of (F) was (30.464), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity according to the Job variable, and to know the direction of the

significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows this:

**Table (17) Scheffe's test for the multiple comparisons**

The job	Governmental job M = 17.780	private sector M = 13.359	Free business M = 11.016
Governmental job	-		
Private sector	**4.421	-	
Free business	**6.764	**2.343	-



**Figure (7) the differences in the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity according to the Job variable**

From table (17) and figure (7), it is clear that there are differences in the realistic and actual role of Political Media in enhancing the

National Identity among the sample individuals who working in the Governmental jobs and both of the sample individuals who working in the "Private sector, Free business" in favor of the sample individuals who working in the Governmental jobs at the significance level of (0.01), while there are differences among the sample individuals who working in the Private sector and the sample individuals who working in Free business in favor of the sample individuals who working in the Private sector at the significance level of (0.05). Thus, the sample individuals who working in the Governmental jobs come in the first place where they were more aware of the realistic and actual role of Political Media in enhancing the national identity, then the sample individuals who working in the Private sector in the second place, then the sample individuals who working in Free business in the last place.

**Table (18) analysis of variance for the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity according to Years of experience variable**

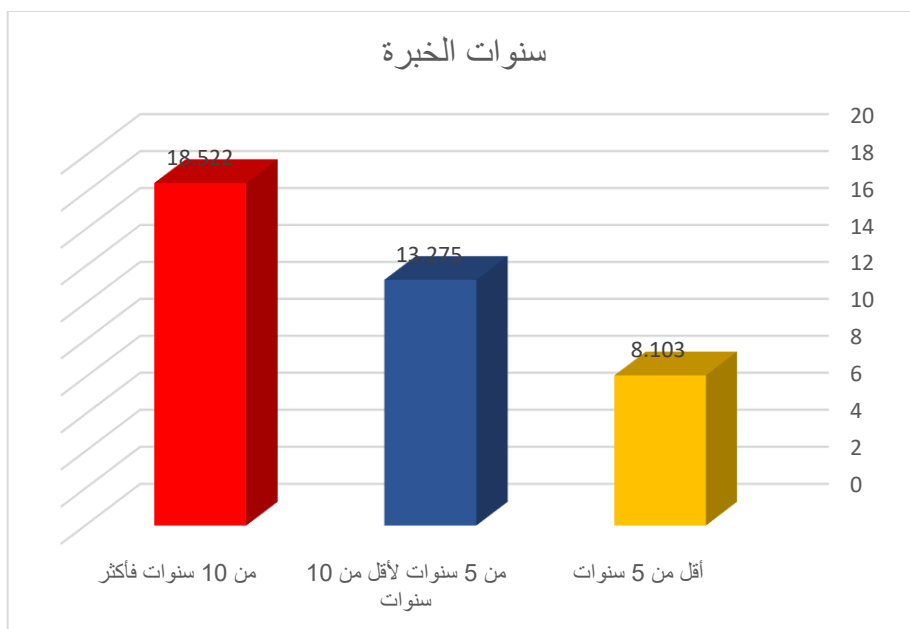
Years of experience	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	9511.261	4755.630	2	61.769	0.01 Sig.
Within groups	15167.172	76.991	197		
Total	24678.433		199		

Table (14): shows that the value of (F) was (61.769), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity

according to Years of experience variable, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows this:

**Table (19) Scheffe's test for the multiple comparisons**

Years of experience	Less than 5 years M = 8.103	From 5 to less than 10 years M = 13.275	From 10 years or more M = 18.522
Less than 5 years	-		
From 5 to less than 10 years	**5.172	-	
From 10 years or more	**10.419	**5.247	-



**Figure (8) the differences in the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity according to Years of experience variable**

From table (19) and figure (8), it is clear that there are differences in the realistic and actual role of Political Media in



enhancing the National Identity among the sample individuals whose years of experience were From 10 years or more, and both the sample individuals whose years of experience ranged “From 5 to less than 10 years, Less than 5 years” in favor of the sample individuals whose years of experience ranged From 10 years or more at the significance level of (0.01), also there are differences among the sample individuals whose years of experience ranged From 5 to less than 10 years and the sample individuals whose years of experience were Less than 5 years in favor of the sample individuals whose years of experience ranged From 5 years to less than 10 years at the significance level of (0.01). thus, the sample individuals whose years of experience ranged From 10 years or more come in the first place where they were more aware of the realistic and actual role of Political Media in enhancing the national identity, then the sample individuals whose years of experience ranged From 5 to less than 10 years in the second place, then the sample individuals whose years of experience was Less than 5 years in the last place.

#### **The fourth hypothesis:**

**There is a correlation relation among the questionnaire axes of the role of the media in enhancing the National Identity and the variables of the study**

To verify the validity of this hypothesis, a correlation matrix was created among the questionnaire of the role of the media in enhancing the National Identity and the variables of the study, and the following table shows the values of the correlation coefficients:

**Table (20) the correlation matrix among the questionnaire of the role of the media in enhancing the National Identity and the variables of the study**

	National Identity	The role of the Political Media	The realistic and actual role of Political Media in enhancing the National Identity
The job	<b>**0.914</b>	<b>*0.628</b>	<b>**0.882</b>
Years of experience	<b>*0.605</b>	<b>**0.834</b>	<b>**0.769</b>

From the table (20) it is clear that there is a direct correlation relation among the questionnaire axes of the role of the media in enhancing the National Identity and the variables of the study at the significance level of (0.01, 0.05). So if the job get higher, the role of the media get greater in enhancing the National Identity with its axes "National Identity, the role of the Political Media, the realistic and actual role of Political Media in enhancing the National Identity" . Also, if years of experience increase, the role of the media increases in enhancing the National Identity with its axes "National Identity, the role of the Political Media, the realistic and actual role of Political Media in enhancing the National Identity"

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